

# PRINTING

. . . . . **is an ART!**

. . . And the impression it makes is telling—good or bad!

. . . That's why Good Printing is so important. And by Good Printing . . . we mean copy, layout, form, art, paper, color and type, as well as the actual printing itself!

All of this must be in character. The style, the form, the idea must do the job effectively as it is in-

tended to do . . . whether it be an engraved social note or a black handbill.

Here you have the assistance of trained experts in the art of Good Printing. Ready and willing to help you . . . with a background of practical "know-how" and with a free library of over 10,000 illustrations.

## TORRANCE HERALD

COMMERCIAL PRINTING DEPARTMENT



12

1336 El Prado - - Phone 444



12

Plants  
Extraordinary



Nursery  
Supplies

"Branch of L. B. Merrick Nurseries—Whittier"

15212 S. Vermont, Gardena

845 W. Redondo Beach Blvd., Gardena

**MENLO 4-1022**

PHONE TORRANCE 846

## National Paint & Wallpaper Co.

LUMINALL - DUPONT PAINTS - TORRANCE PAINTS  
Plasti-Kote - Pabco Paints - Nu-Enamel - Kem-Tone  
Trimz Pasted Wallpaper - Imperial Wallpaper  
Exclusive Papers, Imported & Domestic  
Reardon's Bonding Cement - Oils and Thinners

1405 1/2 Sartori Ave.

Torrance, Calif.